A 9055-1 C1 8/25

TvBasics

28

TV HOMES CLIMB TO 84.9 MILLION

Number of TV Homes . . . . . 84.9 Million
Number of Color TV Homes . . . 77.7 Million (91% of TV Homes)
Number of Multi-Set Homes . . . 48.2 Million (57% of TV Homes)
Time spent with TV per home per day 7 Hrs. 8 Mins.
Total time spent with TV per day . . . . . 600 Million Hours

Source A.C. Nielsen. TV Homes: Jan 1985; time spent: 1984 annual average

TV SET OWNERSHIP AT 98%... AND VIEWING IS HEAVY

	Avg. Viewing Time per TV Home per day		Avg. Viewing Time per TV Home per day
TOTAL U.S.	7:49	COUNTY SIZE	
TERRITORY		A	7:38
Northeast	7:41	B	8:15
East Central	8:28	C&D	7:39
West Central	7:10	HOUSEHOLD SIZE	
South	8:20	1	5:53
Pacific	7:12	2	7:10
EDUCATION OF		3+	9:14
HEAD OF HOUSE		4+	9:42
Under 4 Yrs. H.S.	8:22	LADY OF HOUSE	
4 Yrs. H.S.	8:22	18-34 Yrs.	8:06
1+ Yrs. College	6:53	35-54 Yrs.	8:29
4+ Years College	6:31	55 Yrs. & Over	7:35

Source: A.C. Nielsen. Feb. '85

GROWTH OF COMMERCIAL TELEVISION STATIONS

TV Stations	1955	1960	1965	1970	1975	1980	1985
Total	411	515	569	677	706	734	885
VHF	297	440	481	501	514	516	528
UHF	114	75	88	176	192	218	357

Source: Television Digest. Jan. of each year

TV VIEWING TOPS SEVEN HOURS PER DAY

	Daily TV Viewing Per TV Home
1950	4 hours 35 minutes
1955	4 hours 51 minutes
1960	5 hours 6 minutes
1965	5 hours 29 minutes
1970	5 hours 56 minutes
1975	6 hours 7 minutes
1980	6 hours 36 minutes
1984	7 hours 8 minutes

Source: A.C. Nielsen; annual averages

SUMMER VIEWING INCREASES...AND VIEWING LEVELS ARE HIGH...TOPPING 6½ HOURS PER DAY

Daily TV Viewing per TV Home	Homes Using TV During Avg. Minute — 1984		
		Summer June-Aug	9 other months
1955 3 hrs. 58 mins.			
1960 4 hrs. 10 mins.	Daytime M-F		
1965 4 hrs. 36 mins.	10 am-4:30 pm	29%	29%
1970 5 hrs. 5 mins.			
1975 5 hrs. 20 mins.	Late Night M-S		
1980 5 hrs. 54 mins.	11 pm-1 am	38%	39%
1984 6 hrs. 34 mins.			

Source: A.C. Nielsen

TV ATTRACTS THOUSANDS OF ADVERTISERS AND BRANDS

	Network TV	Spot TV
Advertisers	629	2,275
Brands	2,725	9,970

Source: BAR, 1984

TELEVISION REACHES PEOPLE

In an Average Day	In an Average Week		Daily Hours of Viewing
88%	94%	of all TV households	7:49
74%	88%	of all men	4:21
79%	91%	of all women	5:21
70%	90%	of all teens 12-17	3:46
79%	92%	of all children 2-11	4:25

Source: A.C. Nielsen. Reach – Feb. 82. Viewing – Feb. 85

DISTRIBUTION OF TOTAL TIME SPENT DAILY WITH MEDIA BY ADULTS

	All Adults	In $50,000+ Income Homes	College Educated
Television	60%	54%	55%
Radio	29%	32%	31%
Newspapers	7%	9%	9%
Magazines	4%	5%	5%

Source: TvB/R.H. Bruskin, Jan. 1985

ADVERTISING AGENCIES THE TOP 10 TV USERS IN 1984

Agency	Millions of Dollars: TV Network	TV Spot	Total TV	TV's Share of Total Billings
1. Young & Rubicam	$917.4	$323.2	$1,240.6	59%
2. J. Walter Thompson	675.6	330.7	1,006.3	66%
3. BBDO	430.0	303.0	733.0	52%
4. Leo Burnett	544.0	172.0	716.0	65%
5. Ogilvy & Mather	529.9	145.6	675.5	62%
6. Dancer Fitzgerald Sample	271.3	276.5	547.8	73%
7. Grey Advertising	349.3	149.4	498.7	54%
8. Foote, Cone & Belding	282.0	209.0	491.0	67%
9. D'Arcy MacManus Masius	295.0	191.0	486.0	55%
10. McCann-Erickson	247.4	192.6	440.0	59%

Source: Broadcasting Magazine

LEADING LOCAL TV CATEGORIES

	(Add 000) 1983	1984	% Chg
1. Restaurants & Drive-Ins	$498,133.1	$577,598.6	+16
2. Auto Dealers*	172,875.3	257,027.5	+49
3. Food Stores & Supermarkets	229,020.5	243,865.1	+ 6
4. Banks, Savings & Loans	165,639.7	197,538.5	+19
5. Department Stores	163,585.0	167,504.1	+ 2
6. Furniture Stores	144,035.1	164,865.7	+14
7. Radio Stations & Cable TV	126,504.3	128,577.5	+ 2
8. Amusements & Entertainment	99,351.9	104,482.0	+ 5
9. Discount Department Stores	79,102.6	92,576.5	+17
10. Movies	97,865.1	85,785.5	−12

Source: BAR. *Dealer Associations Not Included

CABLE TV OPERATING SYSTEMS AND SUBSCRIBERS

	1960	1965	1970	1975	1980	1985*
Operating Systems	640	1,325	2,490	3,366	4,048	6,600
Subscribers (millions)	0.7	1.3	4.5	9.8	15.5	37.3
% of TV Homes	1.4%	2.4%	7.6%	14.3%	20.5%	43.7%

Source: Television Digest, Jan. 1 of each year. *Broadcasting Yearbook – 1985

CABLE HOUSEHOLDS CONTINUE TO VIEW OVER-THE-AIR STATIONS

Viewing	Viewing By Type of TV Household (avg. hours per week) Non-Cable Homes	Basic Cable Homes	Pay Cable Homes
Over-the-Air	52.2	49.8	48.3
Cable Originated	—	6.9	9.8
Pay Cable	—	—	9.7

Source: A.C. Nielsen, Feb. 1985

TOTAL ADVERTISING VOLUME REACHES $88.1 BILLION: MAJOR MEDIA: $57.1 BILLION

	Millions of Dollars 1983	1984	% Change	% of Total
Total Advertising	$75,850	$88,080	+16.1	100.0
TELEVISION	16,436	19,434	+18.2	22.1
Newspapers	20,582	23,744	+15.4	26.9
Magazines	4,233	4,932	+16.5	5.6
Radio	5,210	5,813	+11.6	6.6
Outdoor	794	872	+ 9.8	1.0
Business Papers	1,990	2,270	+14.0	2.6
All Others	26,605	31,015	+16.6	35.2

Source: McCann-Erickson 5/85

NATIONAL ADVERTISING INVESTMENTS IN MAJOR MEDIA $26.7 BILLION

	Millions of Dollars 1983	1984	% Change	% of Total
TELEVISION	$12,113	$14,379	+18.7	53.9
Network	7,017	8,526	+25.5	32.0
Spot	4,796	5,453	+13.7	20.4
Syndicated Barter	300	400	+33.3	1.5
Newspapers	2,734	3,007	+10.0	11.3
Magazines	4,233	4,932	+16.5	18.5
Radio (Network & Spot)	1,334	1,513	+13.4	5.7
Outdoor	512	562	+ 9.8	2.1
Business Papers	1,990	2,270	+14.0	8.5
Total Major Media	$22,916	$26,663	+16.4	100.0

Source: McCann-Erickson 5/85

LOCAL ADVERTISING INVESTMENTS IN MAJOR MEDIA REACH $30.4 BILLION

	Millions of Dollars 1983	1984	% Change	% of Total
TELEVISION	$ 4,323	$ 5,055	+17.0	16.6
Newspapers	17,848	20,737	+16.2	68.2
Retail	11,842	13,262	+12.0	43.6
Classified	6,006	7,475	+24.5	24.6
Radio	3,876	4,300	+11.0	14.2
Outdoor	282	310	+ 9.8	1.0
Total Major Media	$26,329	$30,402	+15.5	100.0

Source: McCann-Erickson 5/85

COLOR TV PENETRATION TOPS 90%... 77.7 MILLION TV HOMES HAVE COLOR

	Color Households	Penetration of TV Households
1960	340,000	0.7%
1965	2,810,000	4.9
1970	23,400,000	39.2
1975	48,500,000	70.8
1980	63,350,000	83.0
1985	77,660,000	91.5

Source: NBC 1960-75, A.C. Nielsen 1980-85

TELEVISION SET SALES

	Total	Color	Monochrome
1975	10,637,000	6,219,000	4,418,000
1980	18,532,000	11,803,000	6,729,000
1981	18,479,000	12,423,000	6,056,000
1982	16,406,000	11,484,000	4,922,000
1983	19,681,000	14,034,000	5,647,000
1984*	21,100,000	16,200,000	4,900,000

Source: EIA, Domestic & Imports
*preliminary

TV VOTED MOST AUTHORITATIVE— EXCITING—INFLUENTIAL

Which advertising is the most:	% of Adults 18 Yrs. +		
	Authoritative	Exciting	Influential
Television	57%	81%	80%
Newspapers	20	3	9
Magazines	6	6	2
Radio	9	5	3

Source: TvB/R.H. Bruskin, Jan. 1985

TV VOTED MOST BELIEVABLE

	% of Adults Responding								
	1959	1964	1968	1972	1976	1978	1980	1982	1984
Television	29%	41%	44%	48%	51%	47%	51%	53%	53%
Newspapers	32	23	21	21	22	23	22	22	24
Radio	12	8	8	8	7	9	8	6	8
Magazines	10	10	11	10	9	9	9	8	7
Don't know	17	18	16	13	11	12	10	11	9

Source: TIO/Roper

TV VOTED SOURCE OF MOST NEWS

	% of Adults Responding								
	1959	1964	1968	1972	1976	1978	1980	1982	1984
Television	51%	58%	59%	64%	64%	67%	64%	65%	64%
Newspapers	57	56	49	50	49	49	44	44	40
Radio	34	26	25	21	19	20	18	18	14
Magazine	8	8	7	6	7	5	5	6	4

Source: TIO/Roper

LENGTH OF ANNOUNCEMENTS— THE 30 SECOND DOMINATES

	Non-Network				
Announcement Length	1965	1970	1975	1980	1984
10 seconds	16%	12%	9%	8%	6%
20 seconds	14	5	1	—	—
30 seconds	1	48	79	85	88
45 seconds	—	—	—	—	1
60's piggybacked	5	9	1	—	—
60 sec. or more	64	26	10	7	5
	100%	100%	100%	100%	100%

	Network				
Announcement Length	1965	1970	1975	1980	1984
10 seconds	—%	—%	—%	1%	1%
30 seconds	—	25	79	85	85
30's piggybacked	—	—	—	—	3
60's piggybacked	23	47	15	11	8
60 sec. or more	77	27	6	2	3
	100%	100%	100%	100%	100%

Source: BAR

TOP 40 LOCAL TELEVISION CATEGORIES, 1984

	Rank
Amusements & Entertainment	8
Appliance Stores	11
Auto Dealers	2
Auto Repair & Service Stations	16
Auto Supply Stores	24
Banks, Savings & Loan Ass'ns	4
Beauty Shops & Supplies	38
Builders & Real Estate Agents	21
Carpet & Floor Covering Stores	23
Clothing Stores	14
Dairy Stores	37
Department Stores	5
Discount Department Stores	9
Drug Stores	18
Exterminators	39
Food Stores & Supermarkets	3
Furniture Stores	6
Gas, Electric & Water Companies	26
Hardware Stores	32
Health Clubs & Reducing Salons	27
Home Improvement Contractors	13
Hotels & Resorts, U.S.	17
Investment Brokers	29
Jewelry Stores	31
Legal Services	30
Leisure Time Act. & Services	12
Loan & Mortgage Companies	34
Mail Order Cat. & Showrooms	33
Medical & Dental Services	15
Movies	10
Music Stores	40
Newspapers	28
Optical Services & Suppliers	36
Radio Stations & Cable TV	7
Rental Services	25
Restaurants & Drive-Ins	1
Schools & Colleges	19
Shoe Stores	22
Shopping Centers & Ass'ns	35
Sports, Hobby & Toy Stores	20

TV $ in Millions	% Chg over 1983	Percent of Commercials By Daypart				
		Day M-F	Early Eve	Night	Late Night	Wkend Day
104.5	+ 5	35	23	10	20	12
85.6	+18	33	21	10	25	11
257.0	+49	28	22	10	27	13
61.1	+16	15	30	12	29	14
35.6	+ 3	14	30	14	28	14
197.5	+19	19	30	21	22	8
13.6	+46	34	23	8	27	8
41.7	+22	32	24	10	21	13
36.5	+ 8	47	17	7	20	9
73.1	+10	38	24	10	20	8
13.6	+ 3	36	24	9	14	17
167.5	+ 2	38	29	11	18	4
92.6	+17	42	31	9	14	4
57.1	+ 4	41	29	9	16	5
10.9	+20	35	26	12	22	5
243.9	+ 6	39	27	15	15	4
164.9	+14	41	19	8	22	10
32.9	+20	24	29	18	19	10
22.8	— 1	19	42	9	22	8
31.8	+11	61	19	6	10	4
76.9	+18	35	24	10	19	12
57.7	+37	32	26	12	19	11
28.3	+ 4	23	22	14	30	11
24.4	— 2	36	24	11	22	7
28.2	+58	74	7	3	12	4
84.3	+ 3	33	26	12	18	11
19.6	-0-	40	20	8	22	10
22.0	+ 5	36	26	11	20	7
62.1	+51	55	17	7	13	8
85.8	—12	12	45	10	28	5
9.9	+10	35	19	9	26	11
29.2	+33	24	28	19	22	7
18.7	+11	38	24	9	21	8
128.6	+ 2	30	26	14	20	10
33.6	+15	59	19	3	9	10
577.6	+16	20	33	17	21	9
49.5	+39	76	8	3	8	5
38.2	+18	33	34	8	17	8
19.6	+11	53	21	6	14	6
43.8	+ 4	37	23	10	19	11

TOP 40 LOCAL TELEVISION CATEGORIES, 1984

	Percent of Commercials By Length		
	10	30	60
Amusements & Entertainment	12	84	2
Appliance Stores	6	91	3
Auto Dealers	7	91	2
Auto Repair & Service Stations	19	80	1
Auto Supply Stores	6	93	1
Banks, Savings & Loan Ass'ns	7	87	5
Beauty Shops & Supplies	7	88	5
Builders & Real Estate Agents	8	89	3
Carpet & Floor Covering Stores	6	94	–
Clothing Stores	13	87	–
Dairy Stores	18	82	–
Department Stores	15	84	1
Discount Department Stores	4	96	–
Drug Stores	6	93	1
Exterminators	14	86	–
Food Stores & Supermarkets	6	93	1
Furniture Stores	9	90	1
Gas, Electric & Water Companies	6	86	8
Hardware Stores	3	97	–
Health Clubs & Reducing Salons	14	82	4
Home Improvement Contractors	7	85	6
Hotels & Resorts	9	85	6
Investment Brokers	2	77	21
Jewelry Stores	10	89	–
Legal Services	7	92	1
Leisure Time Act. & Services	16	82	2
Loan & Mortgage Companies	4	85	5*
Mail Order Cat. & Showrooms	1	92	5
Medical & Dental Services	5	91	4
Movies	5	93	1
Music Stores	8	90	2
Newspapers	11	85	4
Optical Services & Suppliers	8	92	–
Radio Stations & Cable TV	17	80	3
Rental Services	4	96	–
Restaurants & Drive-Ins	4	95	1
Schools & Colleges	5	89	4
Shoe Stores	7	91	2
Shopping Centers & Ass'ns	27	71	2
Sports, Hobby & Toy Stores	11	89	–

* 6% in 90-sec commercials

Percent of Commercials By Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
9.5	8.6	9.4	8.8	8.2	8.3	9.0	8.3	8.0	7.8	7.9	6.2
7.5	8.5	8.2	7.0	6.6	6.6	8.1	7.9	7.5	7.9	10.9	13.3
7.5	8.8	9.6	8.8	8.3	8.7	8.6	8.0	7.7	8.5	8.0	7.5
8.3	8.2	9.3	7.8	8.3	8.6	9.7	9.6	8.3	8.9	8.4	4.6
5.9	6.1	8.1	13.1	11.9	8.9	8.0	7.0	7.5	8.0	8.3	7.2
7.4	9.0	10.0	10.1	8.5	8.6	6.4	6.3	9.0	10.5	9.0	5.2
11.2	10.2	9.7	6.7	8.2	7.3	6.0	9.2	9.7	7.1	8.4	6.3
7.4	12.0	12.1	11.0	8.8	8.8	7.4	7.8	8.2	7.6	6.5	2.5
8.1	7.7	8.2	9.0	8.9	6.5	8.0	7.6	9.2	10.4	9.5	6.9
5.8	5.2	7.0	8.3	6.6	6.5	4.1	9.2	8.4	9.3	13.5	16.1
7.1	10.6	6.0	12.7	8.7	11.7	9.8	6.8	6.0	5.2	5.4	10.0
5.8	6.7	8.1	7.8	8.2	7.5	5.5	8.5	8.0	8.1	10.8	15.0
4.7	3.3	6.5	8.4	8.0	7.0	4.4	8.3	5.6	11.0	15.9	16.9
7.9	7.0	6.7	8.2	8.6	8.5	5.5	6.8	6.6	7.6	10.0	16.6
1.2	1.8	10.2	17.6	12.3	12.7	19.0	13.4	7.6	2.4	1.0	0.8
7.8	8.1	8.1	8.1	9.0	8.3	7.7	7.8	9.1	9.1	9.0	7.9
8.9	8.7	8.0	7.3	7.8	7.5	8.6	9.2	8.3	8.6	8.5	8.6
6.7	6.7	7.0	7.7	7.3	8.9	7.7	8.8	10.0	10.6	11.0	7.6
5.4	4.8	7.8	11.9	11.8	9.3	6.3	4.3	8.7	13.8	7.7	8.2
11.6	10.5	12.1	9.5	7.6	6.9	6.1	5.5	11.1	7.6	6.2	5.3
5.0	6.9	8.8	10.1	10.0	9.3	8.1	8.6	10.9	10.4	7.6	4.3
8.5	8.0	10.2	10.8	12.7	9.7	9.5	7.4	6.0	6.2	6.0	5.0
9.7	7.2	10.8	9.7	12.4	8.6	8.1	6.3	7.3	8.5	5.7	5.7
4.0	5.6	3.8	6.1	8.0	5.0	4.5	4.4	6.9	6.1	15.3	30.3
7.6	8.2	8.3	8.2	7.8	8.5	8.5	8.4	9.5	9.1	8.7	7.2
6.4	6.4	7.2	6.5	8.9	15.9	17.9	13.8	6.0	4.7	3.5	2.8
7.0	9.2	8.0	8.1	7.6	8.8	9.1	8.0	10.2	9.6	7.6	6.8
3.0	2.0	2.6	4.6	6.7	3.6	1.4	1.1	3.6	6.2	36.2	29.0
8.5	9.1	8.6	7.4	8.0	8.2	8.8	8.3	9.3	8.5	8.2	7.1
5.5	7.0	9.3	10.0	7.3	8.7	13.0	10.0	5.4	9.0	6.0	8.8
7.4	7.8	8.7	7.7	5.3	5.8	5.0	8.4	7.7	7.0	10.7	18.5
6.8	7.9	11.4	8.1	7.8	5.9	8.0	6.0	15.0	9.2	8.4	5.5
5.6	9.6	9.8	8.4	8.5	9.1	6.3	10.8	10.1	9.2	8.4	4.2
5.8	7.3	9.3	14.3	11.5	9.0	4.0	3.5	7.9	12.3	10.4	4.7
7.4	8.2	8.3	8.5	8.4	7.7	7.4	8.3	9.4	8.9	9.1	8.4
6.7	7.1	8.6	8.9	9.0	9.4	9.5	8.9	9.1	8.2	7.3	7.3
7.7	7.9	8.5	7.2	7.3	8.7	8.1	10.6	10.0	8.3	8.4	7.3
2.7	2.1	12.1	12.9	9.2	5.0	2.3	10.8	9.8	10.0	12.8	10.3
4.0	6.5	5.3	7.0	4.0	5.8	5.4	7.0	6.1	6.9	13.0	29.0
4.9	4.0	4.2	5.7	5.2	5.1	5.2	6.7	4.4	6.0	21.5	27.1

When a number is in color its shows this month is the category's highest TV month

TOP 100 TELEVISION ADVERTISERS • 1984 Add (000)

	Spot TV	Network TV	Total TV
1 The Procter & Gamble Co	$239,328.6	$412,747.1	$652,075.7
2 General Foods Corp	96,673.2	190,223.3	286,896.5
3 American Tel & Tel Co	17,235.9	253,117.2	270,353.1
4 General Motors Corp	38,575.4	231,442.8	270,018.2
5 McDonald's Corp	91,487.9	162,462.3	253,950.2
6 PepsiCo, Inc	154,291.0	91,906.7	246,197.7
7 Anheuser-Busch Cos Inc	60,538.5	166,415.8	226,954.3
8 General Mills, Inc	109,243.5	116,706.6	225,950.1
9 American Home Pdts Corp	29,284.8	179,089.0	208,373.8
10 Philip Morris, Inc	46,654.6	161,715.7	208,370.3
11 Pillsbury Co	100,463.5	106,983.4	207,446.9
12 Sears Roebuck & Co	33,551.2	172,445.8	205,997.0
13 Ford Motor Co	40,704.7	164,253.4	204,958.1
14 Coca Cola Co	63,805.2	140,104.4	203,909.6
15 Lever Brothers Co	59,121.9	142,982.1	202,195.0
16 Dart & Kraft, Inc	52,832.4	123,288.7	176,121.1
17 Johnson & Johnson	6,481.6	168,639.1	175,120.7
18 Beatrice Cos, Inc	57,367.1	111,591.2	168,958.3
19 Kellogg Co	40,641.2	128,080.1	168,721.3
20 R J Reynolds Industries	47,611.4	97,600.2	145,211.6
21 Ralston Purina Co	49,214.8	94,085.6	143,300.4
22 Bristol-Myers Co	16,996.1	122,552.4	139,548.5
23 Warner-Lambert Phar Co	40,920.2	86,976.2	127,896.4
24 Chrysler Corp	30,097.8	93,637.4	123,735.2
25 Mars, Inc	42,779.6	65,655.4	108,435.0
26 Nabisco Brands, Inc	30,443.7	75,941.4	106,385.1
27 Sterling Drug, Inc	16,582.9	83,565.0	100,147.9
28 Consolidated Foods Corp	28,029.6	69,703.8	97,733.4
29 Campbell Soup Co	27,333.0	68,624.0	95,957.0
30 Nissan Motor Co Ltd	41,022.4	50,665.8	91,688.2
31 Nestle S A	39,031.3	51,536.1	90,567.4
32 Quaker Oats Co	19,269.7	70,992.8	90,262.5
33 Colgate Palmolive Co	21,353.2	68,570.1	89,923.3
34 Intl Bus Machines Corp	5,669.6	78,616.8	84,286.4
35 Beecham Group	7,820.0	76,288.4	84,108.4
36 Richardson-Vicks, Inc	22,794.3	61,130.5	83,924.8
37 H J Heinz Co	27,909.9	52,687.1	80,597.0
38 American Express Co	24,033.2	55,726.7	79,759.9
39 Toyota Mtr Sales Co Ltd	58,376.7	18,544.1	76,920.8
40 Eastman Kodak Co	9,223.8	65,707.0	74,930.8
41 Wendy's Intl Inc	39,353.9	34,687.9	74,041.8
42 The Gillette Co	11,800.1	60,800.3	72,600.4
43 Hasbro Bradley, Inc	42,951.7	27,220.7	70,172.4
44 American Motors Corp	12,301.8	56,621.7	68,923.5
45 The Clorox Co	12,866.5	51,499.1	64,365.6
46 Honda Mtr Co Ltd	8,034.2	54,943.8	62,978.0
47 Revlon, Inc	18,847.7	41,128.0	59,975.7
48 Wm Wrigley Jr Co	14,919.7	43,715.1	58,634.8
49 Kimberly Clark Corp	9,572.1	47,147.6	56,719.7
50 K mart Corp	14,070.5	42,088.3	56,158.8

	Spot TV	Network TV	Total TV
51 Stroh Brewery Co	12 971 6	43 100 9	56 072 5
52 Cosmair Inc	12 273 9	42 381 1	54 655 0
53 Bayer A G	5 626 9	47 854 6	53 481 5
54 American Cyanamid Co	11 034 1	42 324 6	53 358 7
55 Warner Communications Inc	21 239 2	31 524 4	52 763 6
56 Cheesebrough Ponds Inc	5 106 1	47 029 4	52 135 5
57 J C Penney Co Inc	16 635 4	34 029 5	50 664 9
58 Mattel Inc	14 381 9	36 035 7	50 417 6
59 General Electric Co	7 860 2	40 342 8	48 203 0
60 Gulf & Western Inds Inc	23 141 9	24 772 5	47 914 4
61 American Dairy Ass'n*	24 760 3	21 786 0	46 546 3
62 Levi Strauss & Co	3 992 0	42 243 7	46 235 7
63 Apple Computer Co Inc *	2 797 8	42 753 3	45 551 1
64 Time Inc	33 072 2	12 128 5	45 200 7
65 UAL Inc	18 931 1	25 838 7	44 769 8
66 GTE Corp	28 003 4	16 676 9	44 680 3
67 Hershey Foods Corp	10 448 7	33 642 1	44 090 8
68 Noxell Corp	3 045 2	40 317 7	43 362 9
69 Union Carbide Corp	2 751 4	39 087 8	41 839 2
70 Canon U S A Inc	8 211 6	33 217 3	41 428 9
71 Pfizer Inc	2 305 9	38 730 2	41 036 1
72 U S Armed Forces	13 7	40 841 6	40 855 3
73 IC Industries Inc	22 346 5	17 466 1	39 812 6
74 AMR Corp	16 632 1	22 273 3	38 905 4
75 Schering-Plough Corp	5 173 9	33 335 1	38 509 0
76 Tandy Corp	6 152 1	31 804 5	37 966 6
77 Mobil Corp	26 544 3	11 320 8	37 865 1
78 Volkswagenwerk A G	15 660 0	22 023 9	37 683 9
79 Goodyear Tire & Rubber Co	10 457 3	26 957 1	37 414 4
80 Adolph Coors	26 023 2	11 217 8	37 241 0
81 RCA Corp	12 605 8	24 167 4	36 773 2
82 Xerox Corp *	1 392 7	34 257 8	35 650 5
83 MCA Inc	2 038 2	32 394 5	34 432 7
84 Nissan Auto Dealers Ass'n *	34 153 6	--	34 153 6
85 CPC International	16 264 3	16 944 2	33 208 5
86 MCI Communications Corp	32 829 3	--	32 829 3
87 E & J Gallo Winery	1 312 4	30 614 5	31 926 9
88 A H Robins Co Inc	27 869 9	3 845 0	31 714 9
89 Helene Curtis Inds Inc	969 6	30 606 9	31 576 5
90 G D Searle & Co	875 2	30 566 3	31 441 5
91 Block Drug Co Inc	5 532 6	21 706 3	31 238 9
92 Imasco*	24 180 6	6 990 5	31 171 1
93 Dayton-Hudson Corp *	30 865 4	--	30 865 4
94 TCF Holdings Inc	8 725 4	22 019 8	30 745 2
95 Federal Express Corp *	6 958 9	23 674 8	30 633 7
96 Toyo Kogyo Co Ltd	4 186 6	26 381 9	30 568 5
97 Carnation Co	8 098 2	22 422 4	30 520 6
98 Morton Thiokol Inc	4 717 2	25 720 6	30 437 8
99 S C Johnson & Son Inc	5 419 1	24 924 0	30 343 1
100 United Biscuits Holdings*	9 262 7	20 861 7	30 124 4

*New to the Top 100 in 1984

NOTE Investments classified as Retail/Local by BAR (i e General Mills investments for Red Lobster Inns, investments by Sears Roebuck & Co , McDonald's Corp , etc) are included in the above tabulation

SOURCE Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data

THE TELEVISION BUREAU OF ADVERTISING'S REPORT ON THE SCOPE AND DIMENSIONS OF TELEVISION TODAY

Television Bureau of Advertising
477 Madison Avenue
New York, New York 10022
(212)486-1111